

Internet Publishing and Broadcasting: 2002

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2002 Economic Census

Information

Industry Series



USCENSUSBUREAU

Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



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-- Not applicable for this report.

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records ¹	Estimated ²
516	Internet publishing and broadcasting	2 060	6 426 755	2 300 557	624 332	39 479	7.2	23.0
5161	Internet publishing and broadcasting	2 060	6 426 755	2 300 557	624 332	39 479	7.2	23.0
51611	Internet publishing and broadcasting	2 060	6 426 755	2 300 557	624 332	39 479	7.2	23.0
516110	Internet publishing and broadcasting	2 060	6 426 755	2 300 557	624 332	39 479	7.2	23.0

¹Includes receipts information obtained from administrative records of other federal agencies.

²Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. **Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997**

[Not applicable to this report]

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments ¹	
516		Internet publishing and broadcasting	2 060	X	6 426 755	X	100.0	41.3
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers .	8	43 592	1 922	4.4	Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	8	20 091	53	.3	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	35	252 835	194 675	77.0	3.0	X
	31120	Printing services for others	8	7 533	90	1.2	Z	X
	31160	Archival services	8	36 528	1 313	3.6	Z	X
	31170	Sale or licensing of rights to content	445	1 473 392	586 083	39.8	9.1	X
	31180	Mailing lists, rental or sale	28	101 999	8 525	8.4	.1	X
	31200	Publishing services for others	12	2 221	1 987	89.5	Z	X
	31290	Books - Internet: General reference books	14	69 215	53 987	78.0	.8	X
	31300	Books - Internet: Professional, technical, and scholarly books	11	47 202	47 202	100.0	.7	X
	31420	Other cards, including postcards and sports cards, except greeting cards - Internet	8	879	879	100.0	Z	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	134	449 597	393 317	87.5	6.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	73	121 823	117 603	96.5	1.8	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	12	11 282	11 116	98.5	.2	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	139	586 936	495 102	84.4	7.7	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	45	336 188	324 123	96.4	5.0	X
	31860	Directories - Internet - Subscriptions and sales	56	236 646	200 343	84.7	3.1	X
	31870	Directories - Internet - Sale of advertising space	51	240 350	162 978	67.8	2.5	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	147	1 767 167	1 355 349	76.7	21.1	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	30	2 427	1 256	51.8	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication . .	30	60 327	39 463	65.4	.6	X
	32670	Video and audio streaming services	17	39 083	19 224	49.2	.3	X
	32700	Internet telecommunication services	8	15 488	494	3.2	Z	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	636	1 449 787	1 041 293	71.8	16.2	X
	32730	Information search services on a contract or fee basis	46	172 924	87 638	50.7	1.4	X
	33850	Other Internet publishing, not specified by type of publication	82	124 920	119 711	95.8	1.9	X
	35000	Information technology (IT) technical consulting services	34	143 453	16 569	11.6	.3	X
	35050	Custom computer application design and development services	122	194 076	52 126	26.9	.8	X
	35200	Web site hosting services	42	43 407	2 233	5.1	Z	X
	35250	Application service provisioning	8	14 030	1 763	12.6	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	8	38 754	7 356	19.0	.1	X
	35500	Information technology (IT) technical support services	17	155 768	8 743	5.6	.1	X
	35550	Internet access services	25	69 753	10 905	15.6	.2	X
	37820	Convention, trade shows, and other special event production and/or management	12	12 385	152	1.2	Z	X
	39000	Merchandise sales	126	392 427	55 702	14.2	.9	X
	39500	All other receipts	883	3 526 647	975 139	27.7	15.2	X
5161		Internet publishing and broadcasting	2 060	X	6 426 755	X	100.0	41.3
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers .	8	43 592	1 922	4.4	Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	8	20 091	53	.3	Z	41.3
	31032	Other than daily	8	20 091	53	.3	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	35	252 835	194 675	77.0	3.0	34.2
	31081	Daily	35	252 835	194 675	77.0	3.0	X
	31120	Printing services for others	8	7 533	90	1.2	Z	X
	31160	Archival services	8	36 528	1 313	3.6	Z	41.3
	31162	Archival material	8	36 528	1 313	3.6	Z	X
	31170	Sale or licensing of rights to content	445	1 473 392	586 083	39.8	9.1	X
	31180	Mailing lists, rental or sale	28	101 999	8 525	8.4	.1	X
	31200	Publishing services for others	12	2 221	1 987	89.5	Z	X
	31290	Books - Internet: General reference books	14	69 215	53 987	78.0	.8	41.3
	31291	Maps	14	69 215	53 987	78.0	.8	X
	31300	Books - Internet: Professional, technical, and scholarly books	11	47 202	47 202	100.0	.7	X
	31420	Other cards, including postcards and sports cards, except greeting cards - Internet	8	879	879	100.0	Z	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	134	449 597	393 317	87.5	6.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	73	121 823	117 603	96.5	1.8	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	12	11 282	11 116	98.5	.2	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	139	586 936	495 102	84.4	7.7	32.1
	31631	Arts, culture, leisure, and entertainment periodicals	49	33 954	29 602	87.2	.5	X
	31632	Home and living periodicals	7	587	218	37.1	Z	X
	31633	Political, social, and business news periodicals	56	133 575	26 750	20.0	.4	X
	31634	Other general interest periodicals	28	S	438 532	S	6.8	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	45	336 188	324 123	96.4	5.0	X
	31860	Directories - Internet - Subscriptions and sales	56	236 646	200 343	84.7	3.1	X
	31870	Directories - Internet - Sale of advertising space	51	240 350	162 978	67.8	2.5	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	147	1 767 167	1 355 349	76.7	21.1	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	30	2 427	1 256	51.8	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments ¹	
5161		Internet publishing and broadcasting—Con.						
	31970	Sale of Internet advertising space, not specified by type of publication . .	30	60 327	39 463	65.4	.6	X
	32670	Video and audio streaming services	17	39 083	19 224	49.2	.3	X
	32700	Internet telecommunication services	8	15 488	494	3.2	Z	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	636	1 449 787	1 041 293	71.8	16.2	X
	32730	Information search services on a contract or fee basis	46	172 924	87 638	50.7	1.4	X
	33850	Other Internet publishing, not specified by type of publication	82	124 920	119 711	95.8	1.9	41.2
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	63	120 801	117 535	97.3	1.8	X
	33855	Other Internet publishing, excluding directories	10	2 379	1 803	75.8	Z	X
	35000	Information technology (IT) technical consulting services	34	143 453	16 569	11.6	.3	X
	35050	Custom computer application design and development services	122	194 076	52 126	26.9	.8	38.6
	35051	Web site design and development services	112	169 933	33 917	20.0	.5	X
	35052	Database design and development services	20	8 572	95	1.1	Z	X
	35053	Customization and integration of cross-industry application software .	10	24 329	17 567	72.2	.3	X
	35200	Web site hosting services	42	43 407	2 233	5.1	Z	41.3
	35201	Web site hosting services with integration of related applications	25	41 253	2 145	5.2	Z	X
	35202	Web site hosting services without integration of related applications . .	21	2 638	88	3.3	Z	X
	35250	Application service provisioning	8	14 030	1 763	12.6	Z	41.3
	35251	Application service provisioning with integration services	8	14 030	1 763	12.6	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	8	38 754	7 356	19.0	.1	X
	35500	Information technology (IT) technical support services	17	155 768	8 743	5.6	.1	41.3
	35501	Software-related technical support services	17	155 768	8 737	5.6	.1	X
	35550	Internet access services	25	69 753	10 905	15.6	.2	41.3
	35552	Broadband	25	69 753	10 905	15.6	.2	X
	37820	Convention, trade shows, and other special event production and/or management	12	12 385	152	1.2	Z	X
	39000	Merchandise sales	126	392 427	55 702	14.2	.9	37.7
	39032	Resale of merchandise, not specified by type	12	10 984	1 182	10.8	Z	X
	39043	Sale of merchandise, excluding computer hardware and software	97	337 224	53 184	15.8	.8	X
	39500	All other receipts	883	3 526 647	975 139	27.7	15.2	37.6
51611		Internet publishing and broadcasting	2 060	X	6 426 755	X	100.0	41.3
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers .	8	43 592	1 922	4.4	Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	8	20 091	53	.3	Z	41.3
	31032	Other than daily	8	20 091	53	.3	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	35	252 835	194 675	77.0	3.0	34.2
	31081	Daily	35	252 835	194 675	77.0	3.0	X
	31120	Printing services for others	8	7 533	90	1.2	Z	X
	31160	Archival services	8	36 528	1 313	3.6	Z	41.3
	31162	Archival material	8	36 528	1 313	3.6	Z	X
	31170	Sale or licensing of rights to content	445	1 473 392	586 083	39.8	9.1	X
	31180	Mailing lists, rental or sale	28	101 999	8 525	8.4	.1	X
	31200	Publishing services for others	12	2 221	1 987	89.5	Z	X
	31290	Books - Internet: General reference books	14	69 215	53 987	78.0	.8	41.3
	31291	Maps	14	69 215	53 987	78.0	.8	X
	31300	Books - Internet: Professional, technical, and scholarly books	11	47 202	47 202	100.0	.7	X
	31420	Other cards, including postcards and sports cards, except greeting cards - Internet	8	879	879	100.0	Z	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	134	449 597	393 317	87.5	6.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	73	121 823	117 603	96.5	1.8	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	12	11 282	11 116	98.5	.2	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	139	586 936	495 102	84.4	7.7	32.1
	31631	Arts, culture, leisure, and entertainment periodicals	49	33 954	29 602	87.2	.5	X
	31632	Home and living periodicals	7	587	218	37.1	Z	X
	31633	Political, social, and business news periodicals	56	133 575	26 750	20.0	.4	X
	31634	Other general interest periodicals	28	S	438 532	S	6.8	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	45	336 188	324 123	96.4	5.0	X
	31860	Directories - Internet - Subscriptions and sales	56	236 646	200 343	84.7	3.1	X
	31870	Directories - Internet - Sale of advertising space	51	240 350	162 978	67.8	2.5	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	147	1 767 167	1 355 349	76.7	21.1	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	30	2 427	1 256	51.8	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication . .	30	60 327	39 463	65.4	.6	X
	32670	Video and audio streaming services	17	39 083	19 224	49.2	.3	X
	32700	Internet telecommunication services	8	15 488	494	3.2	Z	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	636	1 449 787	1 041 293	71.8	16.2	X
	32730	Information search services on a contract or fee basis	46	172 924	87 638	50.7	1.4	X
	33850	Other Internet publishing, not specified by type of publication	82	124 920	119 711	95.8	1.9	41.2
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	63	120 801	117 535	97.3	1.8	X
	33855	Other Internet publishing, excluding directories	10	2 379	1 803	75.8	Z	X
	35000	Information technology (IT) technical consulting services	34	143 453	16 569	11.6	.3	X

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51611		Internet publishing and broadcasting—Con.						
	35050	Custom computer application design and development services	122	194 076	52 126	26.9	.8	38.6
	35051	Web site design and development services	112	169 933	33 917	20.0	.5	X
	35052	Database design and development services	20	8 572	95	1.1	Z	X
	35053	Customization and integration of cross-industry application software ..	10	24 329	17 567	72.2	.3	X
	35200	Web site hosting services	42	43 407	2 233	5.1	Z	41.3
	35201	Web site hosting services with integration of related applications	25	41 253	2 145	5.2	Z	X
	35202	Web site hosting services without integration of related applications ..	21	2 638	88	3.3	Z	X
	35250	Application service provisioning	8	14 030	1 763	12.6	Z	41.3
	35251	Application service provisioning with integration services	8	14 030	1 763	12.6	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	8	38 754	7 356	19.0	.1	X
	35500	Information technology (IT) technical support services	17	155 768	8 743	5.6	.1	41.3
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	35251	Application service provisioning with integration services	8	14 030	1 763	12.6	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of —		
						Estab- lishments with the product line	All estab- lishments ¹	
516110		Internet publishing and broadcasting—Con.						
	35450	Information technology (IT) infrastructure (computer) and network management services	8	38 754	7 356	19.0	.1	X
	35500	Information technology (IT) technical support services	17	155 768	8 743	5.6	.1	41.3
	35501	Software-related technical support services	17	155 768	8 737	5.6	.1	X
	35550	Internet access services	25	69 753	10 905	15.6	.2	41.3
	35552	Broadband	25	69 753	10 905	15.6	.2	X
	37820	Convention, trade shows, and other special event production and/or management	12	12 385	152	1.2	Z	X
	39000	Merchandise sales	126	392 427	55 702	14.2	.9	37.7
	39032	Resale of merchandise, not specified by type	12	10 984	1 182	10.8	Z	X
	39043	Sale of merchandise, excluding computer hardware and software	97	337 224	53 184	15.8	.8	X
	39500	All other receipts	883	3 526 647	975 139	27.7	15.2	37.6

¹Product line receipts and/or product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Receipts of establishments reporting product lines as percent of total receipts.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts	Establishments (number)	Receipts		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
516	Internet publishing and broadcasting						
	All firms	2 060	6 426 755	100.0	2 300 557	624 332	39 479
	4 largest firms	68	1 723 519	26.8	599 038	159 395	9 037
	8 largest firms	88	2 185 863	34.0	760 861	200 652	10 999
	20 largest firms	137	3 070 111	47.8	1 009 027	265 443	14 893
	50 largest firms	281	4 121 671	64.1	1 393 658	377 563	21 210
5161	Internet publishing and broadcasting						
	All firms	2 060	6 426 755	100.0	2 300 557	624 332	39 479
	4 largest firms	68	1 723 519	26.8	599 038	159 395	9 037
	8 largest firms	88	2 185 863	34.0	760 861	200 652	10 999
	20 largest firms	137	3 070 111	47.8	1 009 027	265 443	14 893
	50 largest firms	281	4 121 671	64.1	1 393 658	377 563	21 210
51611	Internet publishing and broadcasting						
	All firms	2 060	6 426 755	100.0	2 300 557	624 332	39 479
	4 largest firms	68	1 723 519	26.8	599 038	159 395	9 037
	8 largest firms	88	2 185 863	34.0	760 861	200 652	10 999
	20 largest firms	137	3 070 111	47.8	1 009 027	265 443	14 893
	50 largest firms	281	4 121 671	64.1	1 393 658	377 563	21 210
516110	Internet publishing and broadcasting						
	All firms	2 060	6 426 755	100.0	2 300 557	624 332	39 479
	4 largest firms	68	1 723 519	26.8	599 038	159 395	9 037
	8 largest firms	88	2 185 863	34.0	760 861	200 652	10 999
	20 largest firms	137	3 070 111	47.8	1 009 027	265 443	14 893
	50 largest firms	281	4 121 671	64.1	1 393 658	377 563	21 210

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.